Jana Jakucewicz

UX/UI Designer

I am a UX/UI designer passionate for creating effective and engaging user experiences. Combining an MSc in Luxury Management, a BA in Communications, and current enrolment in the Google UX Design Professional Certificate, I aim to leverage my experience in luxury sales to create seamless, user-centric designs.

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CERTIFICATIONS

Google UX Design Professional Certificate – 6 out of 7 courses

February 2022 - current

PROJECTS

E-commerce app with bouquet customization, concept

February 2022 - April 2022 | Google UX Design Professional Certificate

- Designed the mobile app that allows users to create and order custom bouquets.
- Completed user research, and usability studies; created wireframes, mockups, and prototypes. *Read the case study*

EDUCATION

MSc in Luxury Management

POLIMI Graduate School of Management, Italy & Neoma Business School, France

BA in Communications

John Cabot University, Italy

EXPERIENCE

Content Creator

June 2020 - December 2021 | www.italytravel.expert

- Produced engaging and informative travel content, including photographs, Instagram posts, and articles utilizing SEO techniques
- Learned digital marketing techniques to grow the community of the newly created IG profile @italytravel.expert up to 1,3K followers

Sales Associate Intern

October 2019 - March 2020 | Hermès Italie

- Learned sales techniques that helped the team to achieve objectives while delivering high-quality customer service
- Managed products display according to the visual merchandising policy, ensured stock replenishment and reported shortages

Website Content Coordinator, part-time

May 2013 - September 2019 | www.italy4.me

- Integrated SEO and improved content to maximize growth: 15K users per day, 88% search engine traffic achieved
- Authored, edited, and published articles; led team of 3 copywriters
- Developed fan page on Facebook @ItalyForUs – more than 210K followers reached in five years

TOOLS

Figma
Adobe XD
Adobe Photoshop
Adobe Illustrator
FigJam
Miro
Notion

SKILLS

UX Research
Customer Journey Map
User Flow
Information Architecture
Wireframing
UI Design
Prototyping
Usability Study